

ABSTRACT

A method and an apparatus for accessing a web site quickly is provided. Part of the computer software for implementing the present invention will be called "See You Again Shortcut™" software in this application. The "See You Again Shortcut™" software gives visitors to the vendor's web site, the ability to create a shortcut link to access the vendor's web site. The shortcut link may appear on the visitor's display. The shortcut link may be a logo or trademark of the vendor. The shortcut link may appear on the desktop display, start menu display, favorites menu display, Windows (TRADEMARKED) QuickLaunch Bar display, or in any other manner on the visitor's display. Selecting the shortcut link on the visitor display will cause a web page of the vendor's web site to appear on the visitor's display.